

A2 10. (Amended) The method of claim ~~9~~ 29 wherein N equals one.

Sub D1  
F2 13. (Amended) The method of claim 6 which includes:

[viewer-selecting said icon; and]

displaying in the control panel a title of [said screen of] the auxiliary data associated with [said]  
the icon.

A3 14. (Amended) The method of claim 13 which includes:

[indicating a viewer's desire to view said screen of auxiliary information, and displaying same.]

responsive to a second signal from the viewer during the displaying the control panel, displaying  
the auxiliary data.

15. (Amended) The method of claim 13 which includes displaying[, with said title,] in the  
control panel at least one [indicia] graphical control that can be activated by [a] the viewer to indicate the  
viewer's desire to view [said screen of] the auxiliary data [information].

Sub B2  
F2 16. (Amended) A method of operating a screen used to display television signals,  
comprising:

displaying a televised advertising message;

displaying with said televised advertising message an icon; and

in response to user selection of said icon, displaying a control panel operable to cause display of  
additional information relating to the subject of said advertising message.

- Sub 23  
F3 et
21. (Amended) A method of operating a screen used to display both television programming and pages of supplementary [image] data, comprising:
- (a) displaying the television programming on the screen;
  - (b) alerting a viewer to the availability of a page of supplementary [image] data associated with said displayed television programming;
  - (c) receiving a signal from the viewer indicating an interest in the supplementary [image] data;
  - (d) responsive to said indication of viewer interest, displaying a control panel that includes textual data related to said page of supplementary [image] data, the control panel permitting the viewer to signal further interest in viewing the supplementary data;
  - (e) receiving a further signal from the viewer indicating a continued interest in the supplementary [image] data; and
  - (f) responsive to said further indication of viewer interest, displaying said page of supplementary [image] data.
22. (Amended) The method of claim 21 in which (d) includes displaying [said] the control panel [textual data] in conjunction with display of said television programming.
- AY

Please add the following claims:

- Sub F7
25. The method of claim 6 further comprising:
- compiling a log, the log including data identifying the auxiliary data;
  - in response to a second signal by the viewer, recalling at least part of the log to the screen for display;
  - permitting the viewer to select auxiliary data from the log for display, the selected auxiliary data not having earlier been displayed; and
- AS

Sub F1  
displaying the selected auxiliary data.

26. The method of claim 25 in which the log additionally stores data identifying the television signal.

27. The method of claim 6 which includes:  
responsive to a second signal from the viewer during the displaying the control panel, ending the displaying the control panel.

28. The method of claim 6 wherein the control panel includes plural graphical controls, a first graphical control for causing display of the auxiliary data, a second graphical control for ending the displaying the control panel.

29. A method of operating a screen used to display both television signals and auxiliary data, comprising:

displaying a television signal; and  
based upon data conveyed with the television signal, displaying with the displayed television signal an icon, the icon indicating the availability of associated auxiliary data, wherein the television signal includes the conveyed data M different times during a program, but the displaying the icon occurs only N times, and wherein N is less than M, whereby a viewer of the television signal is not unduly disrupted by repeated display of the icon during the program.--

#### REMARKS

Claims 6-8, 10-16, 19-22 and 24-29 are currently pending.